

VZCZCXRO9196

PP RUEHAG RUEHAO RUEHAP RUEHAT RUEHBC RUEHBI RUEHBL RUEHBZ RUEHCD
RUEHCHI RUEHCI RUEHCN RUEHDA RUEHDE RUEHDF RUEHDT RUEH DU RUEHED RUEHEL
RUEHFK RUEHFL RUEHGA RUEHGD RUEHGH RUEHGI RUEHGR RUEHHA RUEHHM RUEHHO
RUEHHT RUEHIHL RUEHIK RUEHJO RUEHJS RUEHKN RUEHKR RUEHKS RUEHKUK
RUEHKW RUEHLA RUEHLH RUEHLN RUEHLZ RUEHMA RUEHMC RUEHMJ RUEHMR RUEHRE
RUEHNAG RUEHNG RUEHNH RUEHNL RUEHNP RUEHNZ RUEHPA RUEHPB RUEHPD
RUEHPOD RUEHPT RUEHPW RUEHQU RUEHRD RUEHRG RUEHRN RUEHROV RUEHRS
RUEHTM RUEHTRO RUEHVC RUEHVK RUEHYG
DE RUEHC #0081/01 0582359

ZNR UUUUU ZZH

P 272355Z FEB 08

FM SECSTATE WASHDC

TO ALL DIPLOMATIC AND CONSULAR POSTS COLLECTIVE PRIORITY

RUEHTRO/AMEMBASSY TRIPOLI PRIORITY 8825

RUEHDT/AMEMBASSY DILI PRIORITY 4622

UNCLAS SECTION 01 OF 03 STATE 020081

SIPDIS

SENSITIVE

SIPDIS, NOT FOR INTERNET DISTRIBUTION

E.O. 12958: N/A

TAGS: [ASEC](#) [EFIN](#) [KCRM](#) [KPAO](#) [PTER](#) [KHLS](#) [AEMR](#)

SUBJECT: U.S. AMBASSADORS FUND FOR COUNTERTERRORISM

FOR AMBASSADORS FROM S/CT - AMBASSADOR DELL DAILEY

¶1. (SBU) Summary: This cable provides guidance and instructions for the administration of the U.S. Ambassadors Fund for Counterterrorism. The Fund was established by the Office of the Coordinator for Counterterrorism (S/CT) to support projects that apply tools of soft power to counterterrorism assistance in order to enhance the ability of law enforcement personnel to deter terrorists and terrorist groups from engaging in international terrorist acts, particularly in ways that counter violent extremist ideology and recruitment. This cable provides an overview of the program and its requirements, kinds of activities supported, exclusions, review criteria, selection process, and timeline.

Program Overview

¶2. (SBU) S/CT invites proposals that enhance the ability of law enforcement personnel to deter terrorists and terrorist groups from engaging in international terrorist acts, by applying the tools of soft power and supporting USG efforts to counter violent extremist ideology and recruitment. Projects can be regional in nature or focus on one specific country. Applicants can request up to \$50,000 to support programming for up to 24 months. S/CT will award a total of \$1,000,000 in FY 2008. These funds are provided through S/CT's FY'08 Nonproliferation, Anti-terrorism, Demining, and Related Programs (NADR) global account.

Background

¶3. (SBU) In the struggle against violent extremism, we cannot succeed using hard military power alone; success requires prevailing in ideological and intellectual arenas. Most often, terrorist groups are weak in the physical sphere and so compensate by exploiting the information domain to amplify their power.

¶4. (SBU) To date, much of USG resources and effort has focused on eliminating terrorist leaders, disrupting the networks that support them, and depriving them of the safe havens that allow them to operate. This approach is, at best, a short-term measure that buys time by rooting out current members of extremist movements. To prevail over the long term, we will need to stop the flow of new recruits that feed the continued growth of extremist movements.

¶5. (SBU) Embassies are key to our long-term success in these efforts. Embassies should have specific knowledge of

different segments of a population that are at risk based on geography, age group, ethnicity, class, or occupation. Embassies are uniquely positioned to develop program opportunities based on clear identification of populations at risk while also being mindful of specific local, national and regional contexts. Embassy personnel should be knowledgeable about the relative importance of factors that fuel extremism in their countries and regions, and how these vary from one place to another.

¶16. (SBU) The U.S. Ambassadors Fund for Counterterrorism will assist law enforcement efforts by funding innovative activities and programs that aim to shift the perceptions of target audiences, undermine the enemy's image, delegitimize extremist ideologies, diminish support for violent extremism and prevent radicalization of vulnerable populations. The Fund is not designed for traditional Public Diplomacy activities, which primarily aim to communicate America's views and values and advocate U.S. policies to the world. Proposals may have these ancillary effects but that is not their primary purpose.

Requirements

¶17. (SBU) Proposals will be accepted from U.S. Embassies on behalf of eligible entities. Eligible entities are foreign government non-defense agencies and ministries; non-governmental organizations; educational institutions; and commercial partners. Proposals must demonstrate how they are expected to enhance the ability of law enforcement personnel in a foreign country or countries to deter terrorist acts by applying the tools of soft power and

STATE 00020081 002 OF 003

support USG efforts to counter violent extremist ideology and recruitment. Where appropriate, Embassies should engage with their respective Regional Strategic Initiative (RSI) Coordinator as they develop proposals.

Proposal Themes

¶18. (SBU) Proposals should support initiatives that promote at least one of the following objectives:

- Promulgate alternative narratives to "West at war with Islam" and amplify locally-meaningful narratives.
- Promote alternative opportunities for at risk populations (e.g., youth)
- Amplify the ideological divide between the uncompromising global agenda of Islamic extremism and local and national agendas.
- Empower credible voices - individuals or organizations viewed as credible within their own communities who speak out against violent extremists and the use of violence as a means to achieve political and other goals -- and build networks among them.
- Counter enemy use of cyberspace as a propaganda tool through blogging and other activities.
- De-legitimize terrorism as an acceptable tactic by highlighting the personal, societal and economic costs of terrorism.
- Strengthen public understanding of the threat, and enhance support for, national and/or local law enforcement efforts to combat terrorism and violent extremism.

Kinds of Activities Supported

¶19. (SBU) Soft counterterrorism measures aim to combat the appeal of extremist beliefs. S/CT recognizes the critical role of communication as the medium of influence and persuasion in counterterrorism efforts. All media-- print, radio, TV, audio and video cassettes, films and the

Internet -- are weapons of soft power.

¶10. (SBU) The kinds of supported activities will depend on location and context. Activities may include education programs and materials for at-risk youth, coordinated public relations and media efforts, exchange programs, dialogues among citizens groups, conferences with a particular focus on victims of terrorism, public awareness campaigns, digital engagement with vulnerable populations, building of CT communities of interest across regions, amplifying non-extremist voices, and fostering critical thinking among youth.

Exclusions

¶11. (SBU) The Fund will not support the following:

- Infrastructure development
- Training

Submission Process

¶12. (U) Proposals must be submitted to S/CT by individual Embassies, which may forward multiple programs for consideration. Embassies may be awarded funding for multiple programs. Individual program requests should not exceed \$50,000.

¶13. (SBU) Application forms are posted on S/CT's Intellipedia website

([http://www.intelink.sgov.gov/wiki/Portal:Coun terterrorism](http://www.intelink.sgov.gov/wiki/Portal:Coun%20terterrorism)). To the extent possible, posts should submit their proposals on the web. If not possible, cable applications will also be accepted. Applications must include the following information:

- Name of proposed project
- Contact officer
- Planned start date
- Estimated total cost
- Potential supplementary sources of funding (e.g., from local or regional partners)
- Target audience for project and desired effect on audience perceptions
- Project method (e.g., Inform, Educate, Motivate/Persuade, Support, Coordinate, Develop)
- Tasks and activities
- Explanation of how the proposal will enhance the ability of law enforcement organizations to deter terrorists and terrorist groups
- Measures of effectiveness
- Plan to disseminate best practices, if appropriate

STATE 00020081 003 OF 003

Review Criteria and Selection Process

¶14. (U) Applications will be competitively reviewed according to the criteria stated below:

- Advances Program objectives as described above.
- Endorsement by Embassy.
- Advances regional CT priorities.

Timeline

¶15. (U) April 15, 2008: deadline for submission of all proposals to S/CT
May 31: S/CT completes evaluation of proposals, announces awards.
June: funds transferred to Posts.

¶16. Minimize considered.
RICE